Amador Jaojoco

Creative producer, designer, and color management R&D project manager

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PROFILE

Designer and creative producer working across art direction, branding, design systems and web development, with a day job in color management R&D at Apple. Independent practice since 2019 serving construction, engineering, medical-legal, life sciences and healthcare clients. Comfortable from first concept through shipped code, including AI prototyping and agent workflows.

EXPERIENCE

Apple

Aug 2025 to Nov 6, 2026

Color Management R&D Project Manager, Marcom Print Production, Color Management Team (Sunnyvale)

- Project management for color management R&D in marketing print production.
- Color accuracy, color theory and Pantone matching across print workflows.

Audacity Health

Mar 2023 to Jul 2025

Senior Digital Art Director

- Digital art direction for healthcare and life-sciences marketing: diagnostics, research, proteomics and medical devices.
- Campaign concepting and digital production from concept through delivery.

Westfive Design

2019 to present

Creative producer, independent practice (sole proprietor)

- Branding, web, campaign, environmental and trade-show work for construction, engineering, medical-legal, biotech and media clients.
- **Motley Bloom:** designed and built a generative SVG art system and custom builder tools; beta quiz launch email reached an 85% open rate.
- **Reaction Biology:** booth graphics and an interactive 3D booth mockup for ENA 2026, Barcelona.
- **Spectrum Magazine:** homepage design system and UI kit, handed off to an outside development team.
- **BD PIVO Pro:** campaign strategy, competitive analysis and headline concepting (agency context).
- **Medical-legal:** expert-witness website for a physician client, moving to a Sanity CMS build.

West Five Labs

2026

Founder

- Founding a creative agency for the AI era, with West Five Design (creative consultation) and West Five io (AI R&D).

SKILLS

Direction	Art direction, branding and brand guidelines, creative strategy
Color	Color management, color theory, Pantone matching for print production
Systems	UI/UX and design systems: tokens, components, documentation, dev handoff
Web	HTML, CSS, JavaScript, Figma-to-code, Sanity CMS, Netlify, Cloudflare, GitHub deploys
Code and AI	Generative SVG, AI prototyping and agent workflows (Claude, local models via Ollama and LM Studio); learning Swift and SwiftUI
Production	Environmental and trade-show graphics; Adobe Photoshop, Illustrator, InDesign; Illustrator scripting; Figma

EDUCATION

Pacific Union College

2012

Graphic Design and Fine Art